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Hispanic BUSINESS®

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Hispanic BUSINESS
The magazine for growth companies and ladder-oriented professionals
February 1990 Volume 12, Number 2

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This month's cover design by Buffalo Brothers Studios West.

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DIRECT LINE

This time of year, the driving questions always have to do with our economy's likely direction. That is particularly true this year, as we enter the final decade of the 20th Century and anticipate a ***new millennium***.

If our feature stories this month can be taken as any indication, the forecast is "cautiously favorable." We know the economy is slowing down (2.6 percent growth in 1989, compared with 4.0 percent in 1983 at the height of the expansion cycle). But as the slowdown drives interest rates down, the forecasters say, the construction and durable goods industries should bounce back.

Meanwhile, opportunities for Hispanic professionals continue to increase, even if such gains remain tied to the vicissitudes of the marketplace. During the 1980s, the number of Hispanic professionals and managers in the United States increased 250 percent—from 576,000 in 1978 to 1,426,000 in 1987—according to the U.S. Census.

That growth is *five times* faster than the growth of the Hispanic population overall. Still, as discussed in this issue, we believe much of the impetus for the increase in Hispanic professionals during the past decade has come from fundamental demographics. Major companies, professional firms, and public sector agencies are taking notice. They are revising their staffing strategies to reflect a surge in the Hispanic customer base and work force.

Today's demand for Hispanic professionals and managers has not always been there. Indeed, historically Hispanics have experienced various forms of discrimination in moving into the professional ranks. Fortunately the dynamics of the marketplace—and specifically market demand—have a way of overriding history.

Another part of the story is that Hispanic professionals are themselves reaching for new personal strategies that will help them maximize their opportunities in the marketplace. One such technique has been the creation of Hispanic support organizations (HSOs) within major corporations. Under Rick Mendosa's direction, the HISPANIC BUSINESS research department was able to identify 11 major Hispanic employee organizations in corporations throughout the country.

This month's cover story tells how these organizations were established, and what they do.

We also see that demand for Hispanic professionals will continue to be especially high in the engineering field and service industries. The story entitled "Go Tech, Young Person!" provides instructive detail as to the whys and hows of becoming technologically literate. There's no mystery here. As in other fields, a good education holds the key to a bright future in engineering.

Interestingly, though, the *making* of a career is a different matter. More and more it is becoming clear that development of the basic skills in a profession is not necessarily the only requirement for attaining success. The process of positioning oneself for professional growth and advancement is becoming virtually an independent field of study. Each of the stories in this issue contributes practical advice in that regard.

Editor & Publisher

Apologies to photographer Conrad Gloos, who should be credited for photos of Univision Holdings, Inc., President Bill Grimes and Más *editors Roger Toll and Enrique Fernandez in our December 1989 issue.*

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Talk Isn't Cheap

The next time you open up a magazine, don't be surprised if one of the advertisements says "hello." Texas Instruments has placed a computer chip in a *Business Week* ad that "talks" to the reader about the company's technical achievements. In the December issue of *Vanity Fair*, an Absolut Vodka ad wished readers Merry Christmas in three languages. "Talking ads smack you right in the face," says Arnie Fishman, chairman of Lieberman Research West. "They have tremendous impact because of their shock value." But advertisers may be shocked by the price of these ads–$4 each. Absolut Vodka spent $1 million reaching only 200,000 readers in California and New York. "We know this is a huge market, but only if the price drops considerably," says Christopher Krowell, president of Structural Graphics, which helped develop the Absolut Vodka ad. "In most cases advertisers won't pay $4 for a voice." Some say these ads are just the beginning of a more personalized advertising trend. "In the not-too-distant future, you'll open up your magazine, and it will talk to you specifically by name," says Jim Guthrie, executive vice president of the Magazine Publishers of America. "Imagine a magazine that says, 'Good morning, Bruce, how'd you like to buy a Cadillac?'"

Gearing Up For The '90s

Juan Melendez, Colgate-Palmolive's new head of Hispanic marketing, is looking for "a totally new advertising plan" for the company in 1990, according to a bulletin in *The U.S. Hispanic Report*. Mr. Melendez, who previously worked in marketing at Campbell Soup Co. as well as Gallo, will fulfill his new responsibilities at the general manager level, with four regional specialty market managers under his supervision. This position and the overall expansion of the Hispanic marketing staff suggest an upgrading of the Hispanic marketing department at the firm. Colgate-Palmolive, represented by the Hispanic advertising agency Publicidad Siboney, was the number four Hispanic market advertiser in the United States for 1989, spending $7.8 million on the market.

Hispanic Television On The Rise

Below is a correction of a similiar chart provided in our December 1989 issue (in the article entitled "Contrary to Popular Fact," page 50). An adjustment in the basis used for reporting 1989 Hispanic television advertising revenues had resulted in an understatement of the television ad spending growth between 1988 and 1989. This new chart revises the historical TV ad revenue data used for 1984 through 1988 to better show the true growth of the medium. Therefore, while the December chart indicated a decrease in TV advertising expenditures for 1989, in fact *Hispanic television advertising dollars increased by about 21 percent in 1989*. In cooperation with Univision Holdings, Inc., and Telemundo, Inc., we are currently setting new data gathering standards for the future.

Share of Advertising Expenditures in the Hispanic Market—by Medium (Revised Feb. 1990)

This table represents the market share of each medium by year as a percentage of the total advertising expenditures directed toward the U.S. Hispanic market. The media are placed into five groups.

	Percent of Total Expenditures					
MEDIUM	**1984**	**1985**	**1986**	**1987**	**1988**	**1989**
National TV	14.4	13.7	13.5	19.1	20.4	20.5
National Radio	13.2	13.6	12.7	10.8	8.9	8.8
Group Total	27.6	27.5	26.2	29.9	29.3	29.3
Local TV	15.2	17.1	17.1	21.8	20.5	20.6
Local Radio	24.6	24.6	22.6	25.2	25.9	25.6
Group Total	39.8	41.7	39.7	47.0	46.4	46.2
Independent TV Group	7.5	6.6	11.5	*	0.3	0.4
Print Group	12.1	10.7	9.0	10.4	9.8	9.8
Outdoors	2.7	2.9	3.2	3.1	3.2	3.0
Promotion	9.4	9.7	9.5	8.7	10.1	10.5
Transit	0.9	0.9	0.9	0.9	0.8	0.8
Group Total	13.0	13.5	13.6	12.7	14.2	14.3
Grand Total (%)**	100.0	100.0	100.0	100.0	100.0	100.0
Grand Total ($M)	$263.9	$308.7	$367.4	$451.9	$506.1	$583.6
Annual Growth	27%	17%	19%	23%	12%	15%

*Telemundo consolidation temporarily eliminated the Independent TV category.

**May not total 100% due to rounding.

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Revised 2/90. Percentages and totals will differ from previous versions of the charts (in December issues, 1984-1989) due to corrections and changes in the method of selecting and summarizing figures for the national and local television media. The revised method of tracking these figures will be explained in the December 1990 issue.